



Chuck Scothon
SVP and Global Head of Infant and Preschool, Mattel

Chuck Scothon is Senior Vice President and Global Head of Infant and Preschool of Mattel. In this role, which he has held since January 2018, he oversees the company's portfolio of infant, toddler and preschool brands, including Fisher-Price, Thomas & Friends and Imaginext, and leads the global brand strategy, product development and marketing for the division.

Prior to rejoining Mattel, Chuck served in a number of senior consulting roles for toy and technology companies including Little Tikes, Maya, Spin Master, Tongal and Bak USA.

Previously, Chuck spent nearly 20 years at Mattel in a variety of leadership roles. From 2011 – 2012, he served as Senior Vice President of North America, where he oversaw North American product marketing for all brands in the Mattel and Fisher-Price portfolio. Prior to that, from 2008 – 2011, Chuck was the Senior Vice President of Mattel Digital, where he led the digital strategy for the organization including the company's direct-to-consumer efforts. In addition, Chuck served as Senior Vice President of Mattel's Girls Division from 2005 – 2008, where he was responsible for all marketing and design for the girl's portfolio, including Barbie. Chuck also spent more than a decade at Fisher-Price in roles of increasing responsibility, including serving as Senior Vice President of Marketing.

Chuck received a bachelor's degree from Miami University in Oxford, Ohio. He is the author of "Hope is Not a Strategy," a book about business and leadership.